

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (previously presented) A method of enabling simulated use of a cosmetic product on a simulated facial image, the method comprising:

enabling an individual to construct a simulated facial image using a facial construction computer program, the facial construction computer program permitting the individual to select at least one of a head, eyes, nose, lips, ears, and eyebrows;

enabling the simulated facial image to be displayed on a display device;

enabling the individual to select the cosmetic product; and

enabling the individual to simulate use of the selected cosmetic product on the simulated facial image and to view on the display device an alteration of the simulated facial image having the simulated cosmetic product.

2. (previously presented) The method of claim 1 further comprising enabling the individual to select an aesthetic feature, and enabling the individual to simulate use of the selected aesthetic feature on the simulated facial image and to view on the display device an alteration of the simulated facial image having the simulated aesthetic feature.

3. (previously presented) The method of claim 2, wherein the aesthetic feature is chosen from a beauty product, jewelry, eyeglasses, a body piercing, and a tattoo.

4. (previously presented) The method of claim 2, wherein a plurality of differing aesthetic features are displayed and wherein enabling an individual to select an aesthetic feature comprises enabling the individual to select one of the plurality of differing aesthetic features.

5. (original) The method of claim 1, further comprising enabling the individual to select at least one of a plurality of external body conditions and enabling the individual to simulate the selected external body condition on the simulated facial image.

6. (previously presented) The method of claim 5, wherein each of the plurality of external body conditions is displayed in the form of a selectable body condition template.

7. (original) The method of claim 6, further comprising enabling the individual to select at least one of a plurality of facial portion templates, wherein a facial portion corresponding to a selected facial portion template is displayed along with an overlay of a body condition corresponding to a selected body condition template.

8. (previously presented) The method of claim 5, wherein the plurality of external body conditions comprise differing skin conditions.

9. (original) The method of claim 1, wherein the individual is enabled to select a shape of at least part of the simulated facial image.
10. (original) The method of claim 1, wherein the simulated facial image is one of two-dimensional image and a three-dimensional image.
11. (original) The method of claim 1, wherein the simulated facial image is displayed on a simulated likeness of at least a portion of a human.
12. (original) The method of claim 11, further comprising enabling selection of at least one article of clothing, wherein the selected article of clothing is displayed on the simulated likeness.
13. (original) The method of claim 1, wherein enabling an individual to construct a simulated facial image comprises providing access to the facial image construction program via a network.
14. (original) The method of claim 1, wherein the facial construction computer program is stored in a data storage device, and wherein enabling an individual to construct a facial image comprises causing the data storage device to be transferred.
15. (original) The method of claim 1, wherein the facial image construction program is configured to cause display on the display device of at least one of a plurality

of differing heads, a plurality of differing eyes, a plurality of differing noses, a plurality of differing lips, a plurality of differing ears, and a plurality of differing eye brows; and wherein the facial construction program is further configured to permit the individual to select a choice from each of the displayed pluralities.

16. (original) The method of claim 1, wherein the facial image construction program is configured to permit the individual to select at least one of a size and a shape for said at least one of a head, eyes, nose, lips, ears, and eye brows.

17. (original) The method of claim 1, wherein the facial image construction program permits the individual to apply coloration to the simulated facial image.

18. (original) The method of claim 1, wherein the facial image construction program permits the individual to select hair for the simulated facial image.

19. (original) The method of claim 1, further comprising enabling the individual to select an eye color for the simulated facial image.

20. (original) The method of claim 1, further comprising enabling the individual to apply coloration to the simulated facial image to simulate at least one of an actual skin tone and an actual hair color.

21. (original) The method of claim 20, wherein enabling the individual to apply coloration to the simulated facial image to simulate at least one of an actual skin tone and an actual hair color comprises displaying a plurality of differing colors and permitting the individual to select at least one choice from the plurality of colors.

22. (previously presented) The method of claim 1, wherein the cosmetic product comprises a product chosen from mascaras, eye shadows, eye liners, foundations, concealers, blushers, lip make-ups, lip sticks, lip glosses, and hair colorings.

23. (previously presented) The method of claim 1, wherein enabling the individual to select a cosmetic product comprises enabling the individual to select a color for the cosmetic product.

24. (previously presented) The method of claim 2, wherein enabling the individual to select an aesthetic feature comprises enabling a plurality of representations of aesthetic features to be displayed on the display device and enabling the individual to select one of the displayed representations.

25. (previously presented) The method of claim 1, wherein enabling the individual to simulate use of the selected cosmetic product on the simulated facial image comprises enabling the individual to select a portion of the facial image to be altered with the simulated cosmetic product.

26. (original) The method of claim 1, further comprising enabling storage of at least one of the simulated facial image and the altered facial image for selective recall by the individual.

27. (original) The method of claim 1, further comprising enabling the individual to alter the simulated facial image based on a self-evaluation by the individual of the individual's face.

28. (original) The method of claim 27, wherein the enabling of the individual to alter the simulated facial image based on a self-evaluation comprises enabling at least one query to be presented to the individual and receiving at least one response to the query.

29. (previously presented) The method of claim 1, wherein simulated use of the cosmetic product comprises simulating a process of the cosmetic product being applied on the simulated facial image.

30. (original) The method of claim 29, wherein simulating the process of cosmetic product being applied comprises enabling display on the display device of a simulation of an applicator applying the cosmetic product.

31. (previously presented) The method of claim 2, wherein simulated use of the selected aesthetic feature comprises display of the aesthetic feature on the

simulated facial image substantially instantaneous with the individual's selection of the aesthetic feature.

32. (currently amended) A computer-readable medium containing instructions for performing the method of claim 1.

33. (original) A system comprising a processor configured to perform the method of claim 1.

34. (previously presented) A method of simulating use of a cosmetic product on a simulated facial image, the method comprising:

constructing a simulated facial image using a facial construction computer program, the facial construction computer program permitting selection at least one of a head, eyes, nose, lips, ears, and eye brows;

viewing display of the simulated facial image on a display device;

selecting the cosmetic product;

causing a simulation of use of the selected cosmetic product on the simulated facial image; and

viewing on the display device an alteration of the simulated facial image having the simulated cosmetic product.

35. (previously presented) The method of claim 34 further comprising selecting an aesthetic feature, causing a simulation of the selected aesthetic feature on

the simulated facial image, and viewing on the display device an alteration of the simulated facial image having the simulated aesthetic feature.

36. (previously presented) The method of claim 35, wherein the aesthetic feature is chosen from a beauty product, jewelry, eyeglasses, a body piercing, and a tattoo.

37. (previously presented) The method of claim 35, wherein a plurality of differing aesthetic features are displayed and wherein selecting an aesthetic feature comprises selecting one of the plurality of differing aesthetic features.

38. (original) The method of claim 34, further comprising selecting at least one of a plurality of external body conditions and causing simulation of the selected external body condition on the simulated facial image.

39. (original) The method of claim 38, wherein each of the plurality of external body conditions is displayed in the form of a selectable body condition template.

40. (original) The method of claim 39, further comprising selecting at least one of a plurality of facial portion templates, wherein a facial portion corresponding to a selected facial portion template is displayed along with an overlay of a body condition corresponding to a selected body condition template.

41. (original) The method of claim 38, wherein the plurality of external body conditions comprise differing skin conditions.

42. (original) The method of claim 34, further comprising selecting a shape of at least part of the simulated facial image.

43. (original) The method of claim 34, wherein the simulated facial image is one of two-dimensional image and a three-dimensional image.

44. (original) The method of claim 34, wherein the simulated facial image is displayed on a simulated likeness of at least a portion of a human.

45. (original) The method of claim 44, further comprising selecting at least one article of clothing, wherein the selected article of clothing is displayed on the simulated likeness.

46. (original) The method of claim 34, wherein the facial image construction program is configured to cause display on the display device of at least one of a plurality of differing heads, a plurality of differing eyes, a plurality of differing noses, a plurality of differing lips, a plurality of differing ears, and a plurality of differing eye brows; and wherein the facial construction program is further configured to permit selection of a choice from each of the displayed pluralities.

47. (original) The method of claim 34, wherein the facial image construction program is configured to permit selection of at least one of a size and a shape for said at least one of a head, eyes, nose, lips, ears, and eye brows.

48. (original) The method of claim 34, causing application of coloration to the simulated facial image.

49. (original) The method of claim 34, wherein the facial image construction program permits selection of hair for the simulated facial image.

50. (original) The method of claim 34, further comprising enabling selection of an eye color for the simulated facial image.

51. (original) The method of claim 48, wherein causing application of coloration to the simulated facial image comprises viewing display of a plurality of differing colors and selecting at least one choice from the plurality of colors.

52. (previously presented) The method of claim 34, wherein the cosmetic product comprises a product chosen from mascaras, eye shadows, eye liners, foundations, concealers, blushers, lip make-ups, lip sticks, lip glosses, and hair colorings.

53. (previously presented) The method of claim 34, wherein selecting the cosmetic product comprises enabling the individual to select a color for the cosmetic product.

54 (previously presented) The method of claim 35, wherein selecting an aesthetic feature comprises viewing display of a plurality of representations of aesthetic features on a display device and selecting one of the displayed representations.

55. (previously presented) The method of claim 35, wherein causing a simulation of use comprises selecting a portion of the facial image to be altered with the simulated aesthetic feature.

56. (original) The method of claim 34, further comprising storing at least one of the simulated facial image and the altered facial image for selective recall by the individual.

57. (currently amended) A computer-readable medium containing instructions for performing the method of claim 34.

58. (original) A system comprising a processor configured to perform the method of claim 34.